at Half Price

Marked to sell at ..... \$239.00

Made to sell at ..........\$197,00

Marked to sell at ...... \$98.75

Marked to sell at..... \$7.89

Made to sell at ..........\$249.00

Marked to sell at ..... \$124.00

Made to sell at ..... \$139.00

Made to sell at ..... \$19.74

Made to sell at ........\$44.74

Marked to sell at .... \$22.74

SECOND FLOOR, BROADWAY.

Also

Limited

of Big Values

at Higher

PETTIGOATS-

HUNDRED Quantitles of Big Valu

PRICES TRECOND FLOOR.

\$3.00 SILK PETTICOATS, \$1.89

GLACE TAFFETA, with deep

pintucked flounce on percaline dust ruffle, or MESSALINE, with deep accor-dion flounce of Dresden Messa-

Made with extra-deep accordioned flounces, edged with two narrow pleatings. Black, staple and two-toned colorings.

COATS, . . . . . \$2.97

Extra heavy quality, made with tucked umbrella flounce on silk dust ruffle. Black, staple and chameleon colors.

\$5.00 MES\_ALINE PETTI-

COATS . . . . \$4.96

Best quality. Deep sectional flounce, tucked; deep silk under-

PETTICOATS . . . \$11.89
The new flat model. Trimmed with deep eern lace and fancy

We are showing all the newest imported models of Chiffon, Crepe de Chine, and Silk Jersey Petticoats at from \$8.49 up to \$27.49. These prices, of course, are much the lowest in the city.

Alterations of Petticoats made in our wn workrooms at moderate cost.

Por Spring Gowns and Separate

Skirts

"SNOWDRIFT"

CORDUROY

PURE WHITE

\$15.00 CREPE DE CHINE

line.
Both in black and staple colors.
\$4.00 MESSALINE PETTI-

\$4.25 TAFPETA PETTI-

AT THESE at Higher Prices.

A FEW

ERMINE STOLE

Muff to Match

Muff to Match

Muff to Match

Muff to Match

Advance Styles for Immediate Wear

Models That Are Strikingly Good

(1) GRAY WORSTED with hairline of white. Cutaway coat, notch collar,

(2) MANNISH BLUE SERGE with close hairline of white. Cutaway coat, novelty pearl buttons. Shawl collar under white pique notch collar. Narrow Directoire skirt with trimmings at side of back and front.

lar, wide revers, novelty cuffs. Directoire skirt, cut apron fashion.

Finer Spring Suits of white serge, tan and gray

tweeds, whipcord and silk serge, the majority in

styles that are exclusive with us, up to \$69.75.

Dozen

Styles.

DRY GOODS, &C.

DRY GOODS, &C.

DRY GOODS, &C.

DRY GOODS, &C.

PRICE FIVE CENTS.

# R. H. Macy & Co.'s Affractions Are Their Low Prices

The immense reserve quantities placed on sale last week have steadily been going out. We could continue the sale indefinitely if we were willing to take anything manufacturers have to unload. But no second-hand Furs have been permitted to pass muster

even where they were offered to us at practically nothing. Every Fur sold during our Half-price Sale is exactly the same quality as the furs we sold earlier in the season at regular lowestin-the-city prices. The skins are as live, as silky and as perfect in color. They are as well put together and finished. There are no many-pieced Furs that will creep apart during a season's wear.

If you already have a Fur. dulge in the luxury of Small Fur Sets, Separate Pieces

If you already have Small HUDSON BAY SABLE SET Furs, avail yourself of the halfprice opportunity to acquire a BABY CARACUL SET Fur Coat.

If you desire to purchase an here is your great opportunity.

Long Fur Coats at Half Price

NATURAL PONY COATS, 52 inches long; shawl collar and turnover cuffs of beaver.

Marked to sell at. \$109.00

Marked to sell at. \$54.75

FRENCH SEAL COATS, 52 inches long; shawl collar and turnback cuffs of same fur or Raccoon. Made to sell at. \$119.00

Made to sell at. \$19.00

Made to sell at. \$59.75

Marked to sell at. \$59.75

Muff to Match 

NEW WASH

WAISTS AND

"SHIRTS"—

SPLENDID VALUES

Three Kinds at \$1.29

TUCKED LAWN WAISTS, with long lace-trimmed sleeves, Valenciennes collar and chemisette, machine crochet yoke piece.

YOKE-TUCKED LAWN, high shaped collar of Valenciennes, shallow crochet yoke extending down shoulder, ince-edged sleeve frills.

CLUSTER TUCKED LAWN, wide

front panel of crochet effect medallions combined with Valenciennes insertion. High collar, three-quarter

Four Kinds at \$1.98

MARQUISETTE, with wide filet effect bands forming double vest, collar and cuffs. Narrow Valenciennes

CLUSTER-TUCKED BATISTE, novelty yoke of Valenciennes and crescent-shaped eyelet medallion above panel of Swiss embroidery. High collar, three-quarter sleeves.

PIN-TUCKED BATISTE, high collar, long sleeves and front trimmed with novelty combination of Val. and Cluny. Abbreviated double side-frill.

SHEER BATISTE, pin-tucked to yoke depth. Novelty arrangement, of rosebud Valenciennes around nov-elty yoke in Baby Irish effect.

Two Kinds at \$4.96

MARQUISETTE, cut kimono style: circular insertions of wide lace around crochet medallion and padded hand-embroidery. High collar, three-quarter sleeves.

FRENCH BATISTE, pin-tucked; front entirely of linen lace and wide Valenciennes, with Swiss and filet-effect squares set on Fancy high collar and sleeves.

IMPORTED COSTUME

BLOUSES

At Less Than Cost of

Importation

Exquisite creations of real lace, chiffon, hand-cabroidered net, gold-embroidered stfin. Also Lingerie Blonses, hand-embroidered in intricate designs and trimmed with real laces.

Were \$26,74 to \$125.00

Made to sell at......\$79.75 Marked to sell at.....\$39.74 EN'S SPRING SUITS, 22.74

## Stocktaking Clearances all over the Store

Every advertisement printed in this paper is an advertisement for Macy's

because

No matter how low a price is quoted by others, you can come to Macy's and do better.

## 16,000 Pairs at About Half the Price Elsewhere An Opportunity for Men and Women

When good silk hose is manufactured it has to conform to an exact thickness or thinness. Because the hose in this sale was a fraction more or a fraction less than the standard it was put aside. In all practical respects, both as to appearance and as to wear, it is identical with the qualities that fetch the full prices.

Once a year this manufacturer supplies us with all his accumulation, and once a year shrewd men and women lay in a stock at these savings.

Every pair of Hose included in this sale is pure ingrain silk. It must not be confused with spun silk and other inferior grades that sell at lower prices sometimes without mention being made of the fact that they are not ingrain. Ingrain silk is dyed in the yarn. In all other cases the process of dyeing follows the

manufacture of the Hose. It makes all the difference. These 16,000 pairs are practically all our regular numbers, of which we sell quantities every day in the year. The assortment is so large as to allow of selection of almost any shade, size, style and weight desired.

900000000000000000 \*\*\*\*\*\*\*\*\*\*\* Means sharing

the

profits

on what

Means

higher

prices to

cover

bad

debts.

Including

AT MACY'S you buy. We allow

Marked to sell at.... \$69.75
DARK EASTERN MINK SCARF
Made to sell at.....\$154.00 Interest on Every Dollar You Save. Made to sell at......\$67.75 Dividend on Every Made to sell at.....\$94.75 Marked to sell at.... \$46.74 Dollar You Spend. Paid on your net annual purchases. NATURAL RED FOX SCARF Made to cell at.......\$39.74

Come up on our Balcony and open a Deposit Account. No references—no personal inquiries—no bother of any kind. The transaction occupies but two or

wide revers, outside slash pockets. Narrow Directoire skirt, crossing to \***\*\*\*\*\*\*\*\*\*\*\*\*** (3) BLACK DIAGONAL. Single-breasted panelled coat, notch collar, flap pockets, novelty cuffs. Directoire skirt, panelled back and front.
 (4) BLACK BROADCLOTH. Cutaway coat, one outside pocket, notch col-

a superior grade of Handkerchief Linen MAIN FLOOR. YARD WIDE LONGCLOTH,

12-yard piece ..... \$1.19 8 Only 500 pieces to be sold at this price; usual price, \$1.50. IMPORTED CHIFFON BATISTE,

35c to \$1.00 qualities . . . . 24C 82 inches wide, in various quali-ties suitable for infants' and children's wear, dresses, fancy work, &c.

WHITE PRENCH HANDLOOM HANDEBRCHIEF LINEN,

Would be good value at \$1.00 590 Note that the width is 46 inches, which cuts to unusually good advantage. This quality is most desirable for blouses, dresses and children's wear that is to be hand embroidered. It is also used for handkerchiefs and fancy linens that are to be worked in thread-drawn designs.

GENUINE SOISETTE. Regularly 25c a yard . . . . 15c 32 inches wide. This is one of the best-liked white wash fabrics and resembles a highly mercerized Pongee. It launders perfectly, retaining the silky finish. Useful for costumes, women's and children's dresses, skirts, nurses' uniforms, boys' waists and men's shirts.

# SILK HOSE

Elsewhere \$1.00 and \$1.15 Our regular price 94c Full fashioned foot, extra spliced cotton heel, sole and toe; silk or

MEN'S PURE INGRAIN 89c SILK HOSE

Elsewhere \$1.50 and \$1.75 Our regular prices \$1.39 and \$1.59

Medium and light weight, silk or cotton soles, silk top, extra spliced toe, heel and sole. Colors: black, gray, navy and other colors

WOMEN'S SILK HOSE

Elsewhere \$1.00 and \$1.35 r prices 94c and \$1.19 Our regular

Slik or cotton soles and tops, some with deep welt tops.
Colors black, white, sky blue, pink, tan and other evening

WOMEN'S PURE INGRAIN 89c SILK HOSE

Elsewhere at \$1.50 and \$2.25 Our regular prices \$1.39 and \$1.89

Light and medium weight, all silk top, welt top, with silk or cotton soles, also hemmed silk

Colors: Black, white, tan, bronze, smoke, sky blue, pink and other shades. MEN'S PURE 36c

SILK HOSE Our regular price 48c.
To complete the popularity of this sale we have added the fol-

this sale we have added the following popular number from our of regular stock:

Light and medium weight; liste top, soles, heels and toes.

Colors:—Black, white and all wanted shades.

MAIN FLOOR.

### 900000000000000000 \$ YOU WANT Come to

gand pay our regular lowest-Sin-the-city prices, which are even lower than sale prices? gelsewhere.

Macy's Furniture Sale Begins on Monday, February 5th.

EF NOT IN Wait 1111 February認 5th

You will see the difference. Better values than other stores are advertising you will find in the Macy store now.

\$ When WE say damask it means damask that keeps its

MAIN PLOOR, REAR, TABLE CLOTHS, pure Irish linen damask, in a fine selection of new patterns.

\$1.19 for size 62x62 in.; elsewhere \$1.50.

\$1.49 for size 62x82 in.; elsewhere \$1.90.

TABLE CLOTHS, of Scotch manufac-tured linen satin Damask; especially heavy, in a beautiful assortment of designs, with napkins to match. These are our own importation. Table Cloths 70x 70.\$1.79 70x 88.\$2.29 70x106.\$2.79

LUNCH CLOTHS, round, scalloped all linen damask, made in Scotland expressly to our order. These have just arrived in time for selling on Monday. The designs are very artistic. 72x72....\$2.97 | 81x81....\$4.49 TABLE CLOTHS, all linen Irish man-ufactured satin double damask. ufactured satin double damask.
The most exquisite patterns we have ever seen. Napkins to match, made expressly to our own designs.

TABLE CLOTES. Napkine to Match.

24 in, per doz......\$4.96 26 in, per doz......\$5.96

## R. H. Macy & Co.'s Attractions Are Their Low Prices. Broadway, 84th to 35th St.

"House-Cleaning" Sale Concludes Next Wednesday A few days more in which you may benefit by an opportunity that saves 25% from OUR FORMER LOWEST-IN-THE-CITY

PRICES. Some of the lines are slightly depleted, but of most of them we have fairly large quantities. There is still an excellent assortment in the Wilton and Tapestry Brussels Rugs, as well as in the Axminster Carpets.

ROYAL WILTON RUGS, strictly all worsted; sizes 9x12 ft. quality is regularly priced elsewhere at \$40.00. Macy's, \$24.48 ROYAL WILTON RUGS, 36x63 in.; our former lowest-in-the-city price \$6.48 Special sale, \$4.48 TAPESTRY BRUSSELS RUGS, 9x12 ft. Our former lowest in-

Sale price, \$10.24 the-city price \$14.98. AXMINSTER CARPETS. A splendid selection; most with 1/8 borders to match, so that they can be made into excellent rugs of any size desired. Standard \$1.50 quality in probably every Macy's sale price, 89c. other house in the city.

OILCLOTHS & LINOLEUMS, short pieces Remnants of inlaid and figured goods running from one to 10 square yards; the "clean-up" of a busy season's selling. Beautiful patterns and colorings. In many cases there are a number of

pieces of the same design and coloring. INLAID LINOLEUM, was \$1.39, \$1.59...now, per square yard, 69c. to 89c FIGURED CORK LINOLEUM, was 59c. to 69c. . now, per square yard, 28c

## We Will Re-cover Your Furniture at Special Prices

Our facilities for doing this class of work on the premises enable us to economize time and money and to guarantee absolute satisfaction.

We employ a corps of experienced upholsterers thoroughly qualified not merely to tender advice, of which you may or may not avail yourself, but to see that your furniture is rebuilt exactly to specifications and that it turns out exactly as you wish it.

If you cannot come to the store to make your selection, we shall be pleased to send our representative with samples to estimate at your convenience there and then.

Furniture called for and delivered free of charge within our THIRD FLOOR, SOTH ST. 50 in. SATIN RUSSE TAPES- 34C 50 in. MERCERIZED GOBE- \$1.98 free delivery service.

Sold elsewhere at \$2.50.

50 in. JUTE DAMASK.

Sold elsewhere at \$1.00.

50 in. ANTIQUE JUTE 790

DAMASK.

Sold elsewhere at \$1.25.

50 in. HEAVY ARMURE 790

Sold elsewhere at \$1.25.

Sold elsewhere at \$1.25.

Sold elsewhere at \$1.25.

Sold elsewhere at \$2.50.

50 in. SILK DAMASK.

\$1.49

Sold elsewhere at \$2.50.

50 in. SILK DAMASK.

\$1.59

Sold elsewhere at \$3.00.

Sold elsewhere at \$4.00. Sold elsewhere at \$1.50.

50 in. COTTON TAPESTRY. 79C
Sold eisewhere at \$1.00.

50 in. HEAVY GOBELIN \$1.24
Sold elsewhere at \$1.74.
FESTRY. Sold elsewhere at \$1.74.
TAPESTRY. \$1.49
Sold elsewhere at \$2.00.

50 in. HEAVY GOBELIN \$1.49
TAPESTRY. \$1.49
Sold elsewhere at \$2.00.

60 in. SILK DAMASK. \$2.69
Sold elsewhere at \$4.00.

50 in. BROCADED TAPES- \$2.49

Sold elsewhere at \$4.50.

TRY. Sold elsewhere at \$4.50.

Other qualities of Verdure Tapestry, formerly \$2.25 and \$2.50 per yd.,

Now \$1.74 and \$1.98 per yd.

### Onc, Two and PURP.

up to Six Pairs of a Pattern Curtains,

Novelty Nottingham Curtains, Renaissance Curtains, Irish Point Curtains, Brussels Lace Curtains, Egyptian Lace Curtains, Arabian Lace Curtains, Filet Lace MARIE ANTOINETTE LACE CURTAINS,

Prices begin at \$1.49 per pair for Curtains that were \$2.49 to \$2.97 and continue by many stages up to \$64.74 per pair for Curtains that were \$94.74. reduced from \$7.94 to

SALES IN BRIEF: Room to mention only a few:-BETWEEN SEASON" SUITS AND COATS for Misses and Small Wom-en, in sizes 14 and 16 years.

Man-Tailored Serge Suits, black and navy, at \$14.74. Cutaway Serge Suits, in black and navy, at \$19.74.

Semi-Fitting Coats, of mixtures and double-faced cloths, at \$13.74. Black Broadcloth Coats, full length, at \$19.74.

CORSETS AT ABOUT HALF PRICE. \$2.00 and \$3.00 "Ameri-can Lady" Corsets, at 98c. Contil, lace-trimmed, with supporters attached; for slender and large figures.

\$2.50 "C. B." Corsets at \$1.39. \$2.50 "C. B." Corsets at \$1.39.
Coutil, low bust, extremely long hips, attached supporters. Sizes 18 to 30.
"PRIDE OF BROADWAY"—The new Sheet and Pillow Case—Made specially for R. H. Macy & Co.
Sheets, sizes before hemming:—
54x90, at 37c 72x90, at 47c 63x90, at 41c 81x90, at 49c 90x90, at 57c each.
Pillow Cases—

Pillow Cases— 42x36, at 11c 45x36, at 13c HANDKERCHIEFS that came too late for holiday selling. The de-lay has meant a saving of about

Six for 29c. Women's French tape-bordered Squares. "HOPJES," a delicious confection from Holland which we were the first to import For three days only, 74c, per lb, instead of 89c. FIRST SHOWING OF THE NEW LACE TUNICS—Just arrived from abroad, tinselled, jewelled and besded. Tunics, exquisite colorings, prices \$17.89, \$12.89, \$22.74, \$24.89 AND \$29.74. Equal to any heretofore sold at \$25.00 to \$40.00.

\$25.00 SEMI-MADE ROBES AT \$19.89. French embroidered batiste in white, ecru, rose, ciel, navy, helio;

INSERTIONS AND GALLOONS TO MATCH, 2 to 3 ins. wide, 44c. to 49c. a yard; elsewhere 65c. to \$2.25 a yard.

GOOD HEALTH is largely influenced by what one eats and drinks. Safety involves not expense but care. The Groceries advertised on page 1, section 5 are the finest procurable, yet the prices are as low as anywhere.



\$10.74 WOMEN'S BROWN CONEY COATS; 36 inches long. Shawl collar and regulation cuffs. Lined with satin. These coats were originally priced at \$23.74.

99c BATISTE WAISTS; trimmed with Cluny lace and embroidery medallions. Sold elsewhere at \$1.50. NOT READY

MONDAY

MARQUISETTE WAISTS, fancy striped, trimmed down centre of front with Cluny lace. Sold elsewhere at \$1.50.

NOT BEADY MONDAY

34c SILKOLINE CRIB COM-FORTABLES; filled with sanitary cotton, Size 3x4 ft. Price elsewhere 76c. NOT READY MONDAY

O3C SPREADS; centreplece design, heinmed ready for use.
Size 66x76 inches. Sold elsewhere at \$1.00. \$2.28 -DOZEN ALL-LINEN
TEA NAPKINS: embroidered and scalloped.
Eyelet embroidery in one corner suitable for monogram or initial.
Size 13x13 inches. Our regular price \$2.88 dozen.

NOT READY
MONDAY

79c SILK SERGE CHIFFON CLOTH; 40 inches wide, In white, light blue, pink, navy or black. Imported to sell at \$1.25 yard.

79c TO \$1.98 YARD FOR REVERSIBLE COAT-INGS; Plaid backs, Tourist Cloths, Kersey Cloths, &c. Originally priced \$1.78 to \$4.48 a yard. These coatings are offered in lengths ONLY.

NOT READY MONDAY

GOWNS; of cambric, with square neck, open front and three-quarter sleeves. Trimmed with insertion and ribbon-run lace edging. Sold elsewhere at \$1.00.

\$1.20 -WOMEN'S HOUSE DRESSES; made of percale or chambray. Some trimmed with embroidery, others have scalloped collar. High and low neck effects. Sold elsewhere at \$1.75.

# All silks sold at Macy's are the highest standard of qualities

made by the worthiest foreign and American manufacturers Some silks we have made expressly for us, such as the "Marchioness," which comes in various weaves and qualities and is pure dye in all. Our name is woven on the selvage of every yard. Years of experience, years of the most careful buying, years of consistent selling, years of giving the utmost satisfaction, years of the most rigid comparisons of values with other houses, enables us to state emphatically that there

are no better silks than those we sell and no prices so low as ours. In many cases we sell the standard qualities of silks, such as every woman knows, at a lower price than it costs the ordinary manufacturer to weave them. We buy our silks as we sell our silks-for cash only. Hence such values as no other house

can afford. "MARCHIONESS" PURE DYE BLACK DRESS SATIN, 86 inches wide. Our regular price BLACK DRESS TAFFETA, 36 inches wide, made expressly for us. Our usual price 99c. Spe-

cial per yard...... 890

BLACK SATIN DUCHESS, 36 Inches wide, made

MAIN FLOOR, 25TH ST. "MARCHIONESS" PURE DYE BLACK DRESS SATIN, 20 inches wide, made expressly for us. Our regular price 99c. Special per yard..... WHITE SATIN MESSALINE, 35 inches wide,

made expressly for us. Strong and guaranteed to give good service. Quality is not equalled elsewhere under \$1.00. Special, per yard.. 74C WHITE HABUTAI SILK, 36 inches wide; good heavy quality; not equalled elsewhere under 75c. Special, per yard.....

### The Richest Lyons Novelty Dress Silks. Our Fail Importation

Reduced Approximately to half our former lowest-in-the-city prices. Among them are the tollowing:-Broche Voile--Gold Metal Brache--Metal Bordered Voile--Gold Stripe

Broche Voile--Satin and Metal Broche--Black Gold Metal Crepe--Silver and Gold Broche Crepe-Steel Beaded Marquisette.

There will be an enormous demand for this. 4½ or 5 yards makes a stylish skirt. Special shipment just received in the medium size cord. 27 in. wide. The quality that sells elsewhere at \$1.25. Macy's Special Price, per yard.... 680 NOW \$16 39 to \$42.89 TWELFTH WEEK OF GRAND OPERA Scores and Librettos at Lowest-in-the-City Prices som.

Thurs, Mat. BHFINGES Wagner
Thurs, Eve. (CAVALLERIA RUSTICANA Mascigni | Pagliaggia | Puccini |
Fri. Eve. Lucia Di Lammermoor Denizetti
Sat. Mat. PAUST Geunod |
Sat. Eve. (Bkin) Siegerred Wagner |